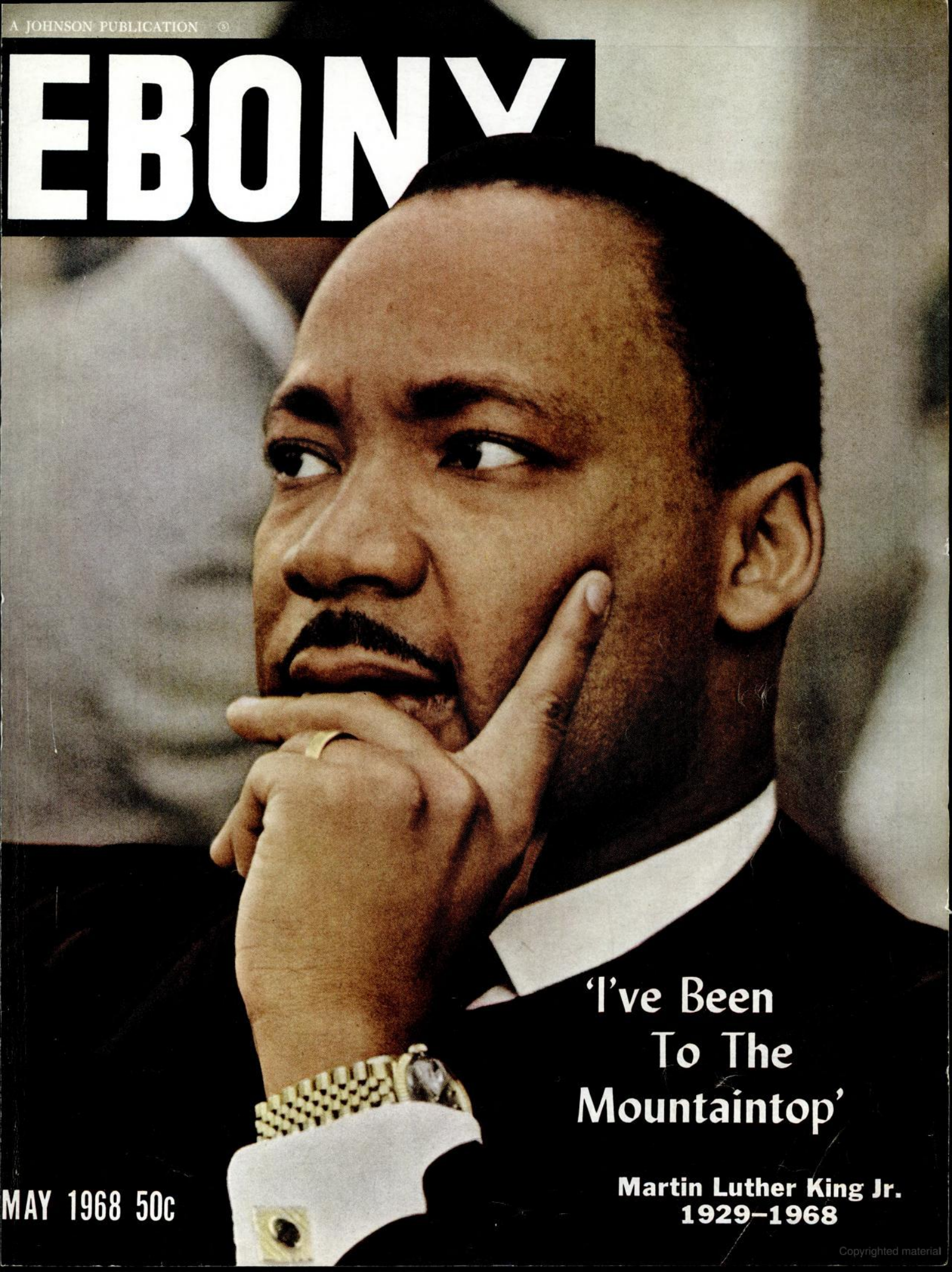


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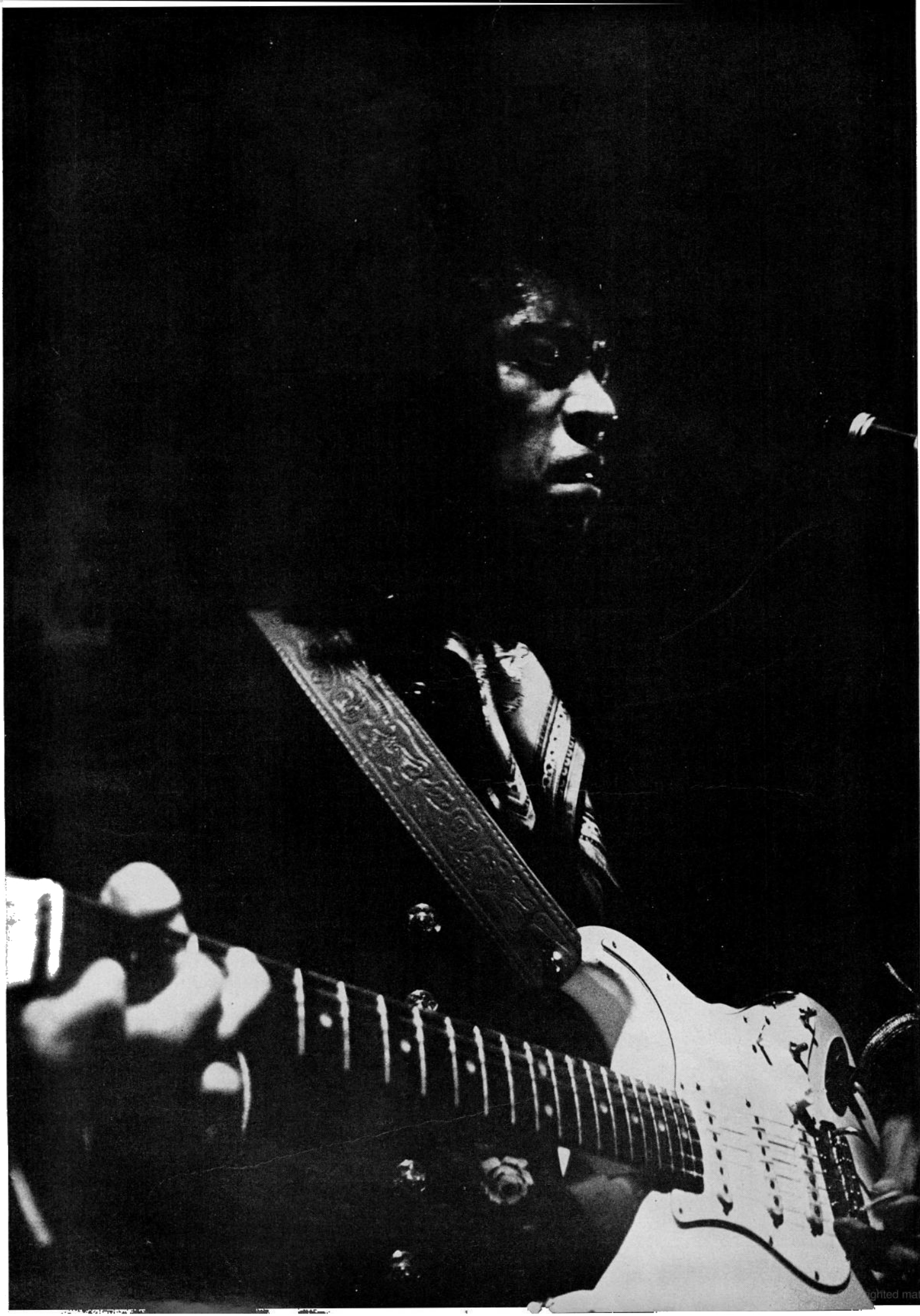


**'I've Been
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MAY 1968 50c

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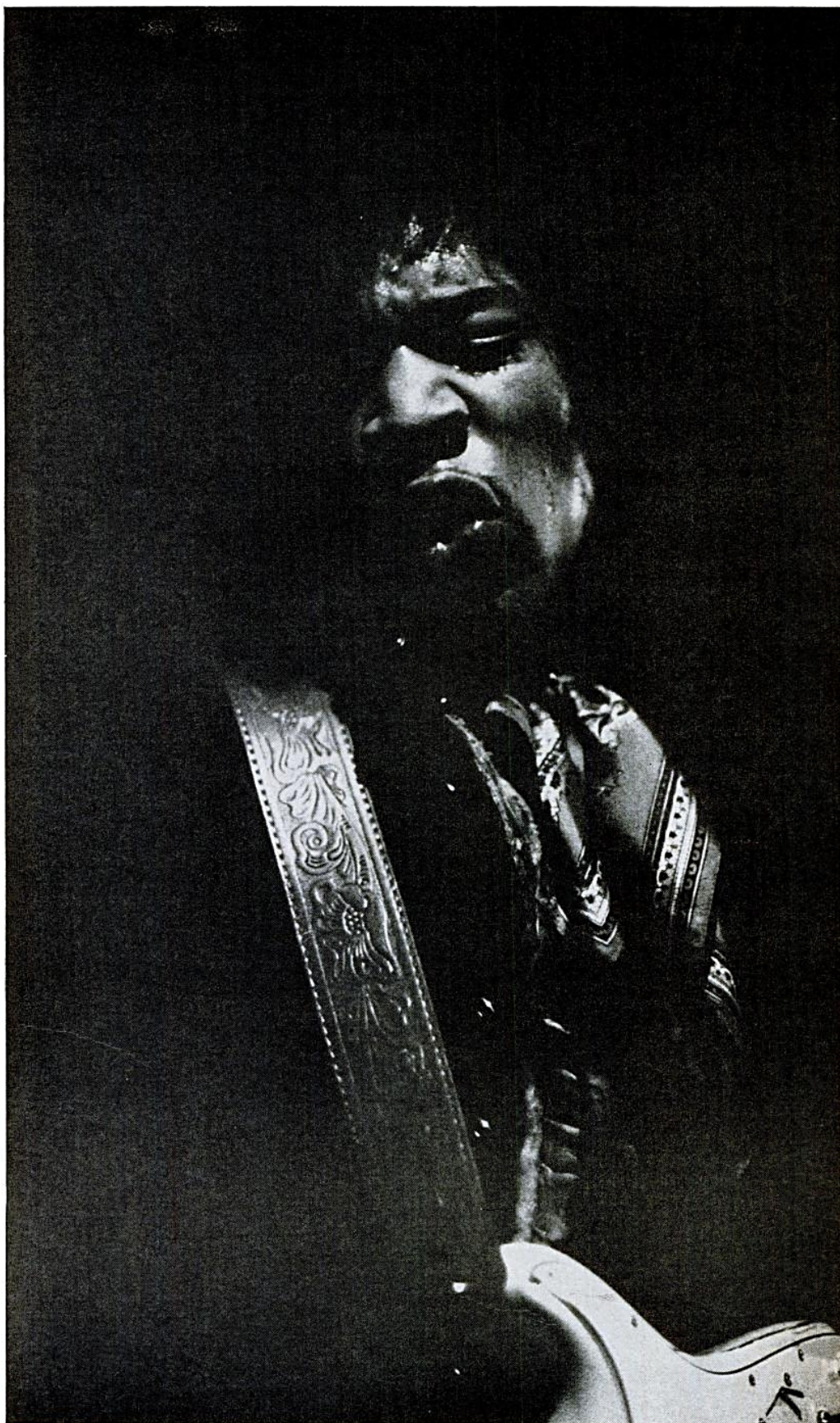
THE JIMI HENDRIX EXPERIENCE

**Seattle-born guitarist
leads mind-blowing
acid-rock group**

EVEN in repose he looks like a cross between Bob Dylan and the Wild Man of Borneo: his hair is a foot long, uncombed and stabs the air in every direction around a heavily pimpled face. He's always swathed in such things as a grimy old British military jacket, purple velvet pants and a goat hair vest, and lately he has taken to wearing a floppy hat that's banded with brass rings and filigrees.

He's Jimi Hendrix, a Seattle-born, 23-year-old guitarist-singer who, since he left the U. S. for England a year and a half ago, has worked the British beat scene back up to the kind of frenzy that created Beatle-mania and made millionaires of the likes of Ringo Starr. He and his two English sidemen—drummer John (Mitch) Mitchell and bass guitarist Noel Redding—call themselves "The Jimi Hendrix Experience," and the transistorized madness they produce is a "freak out" of rhythm and blues, psychedelia and total-volume noise. But right now, "The Experience" is at the top of British and Continental record charts, and a pair of U. S. tours have popularized Hendrix so much that the question, "Is he the new black Elvis?" is being asked.

Pop-rock star Jimi Hendrix (opposite page and right), is deep into a song, *Purple Haze* while his guitar sends forth an ear-assaulting mixture of blues and psychedelic sound, at club in London, where he lives.







Worked into frenzy by Hendrix, who produces total-volume madness by scraping guitar string against metal microphone stand, British youths rush stage. Already a pop-rock idol abroad, Hendrix aims at "black Elvis" success in U. S.

Top Rock Groups Hail Hendrix As 'Greatest'

THINGS have happened fast for Jimi Hendrix since September 1966 when Charles Chandler of The Animals "discovered" him playing at a Greenwich Village Club called the Cafe Wha?. Chandler talked him into going to England where they auditioned musicians to make up the other two-thirds of what was to become The Jimi Hendrix Experience, and the group was thrown into London's maelstrom of teenybopper clubs. Immediately, the Beatles, and other pop groups proclaimed Hendrix as "the greatest." Young English guitarists began standing on one another's shoulders at clubs to get a look at what the fuzzy-vuzzy sensation on stage was doing, and a full-to-the-doors engagement at the big Theatre Olympia in Paris set up The Experience for bookings throughout Europe—all just six weeks after Hendrix had arrived in England with nothing but his guitar and the clothes he'd worn over on the flight. Soon, Hendrix's tunes *Hey, Joe*; *Purple Haze* and *The Wind Cries Mary* shot to the top of record polls and the U. S. began clamoring for the boy who recently had been just an unknown guitarist with such singers as Jackie Wilson, Sam Cooke, Little Richard and B. B. King. The Experience was brought in for last year's Monterey Pop Festival and Frank Sinatra's Warner-Reprise record label signed the group for a reported \$150,000 plus a five-year \$1 million guarantee—reportedly the highest sum ever paid a new artist by Warner-Reprise.



Plucking strings with teeth, Hendrix shows mastery of instrument he taught himself to play. In London's Trafalgar Square (opposite page), he is flanked by his sidekicks, drummer Mitch Mitchell (l.), bass guitarist Noel Redding.

Continued on Next Page

Ancient Age



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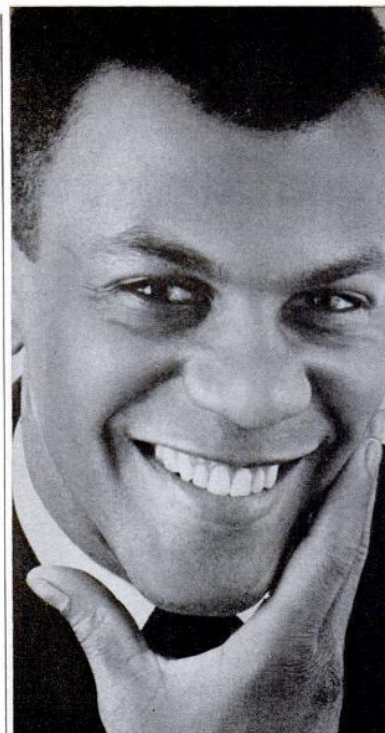
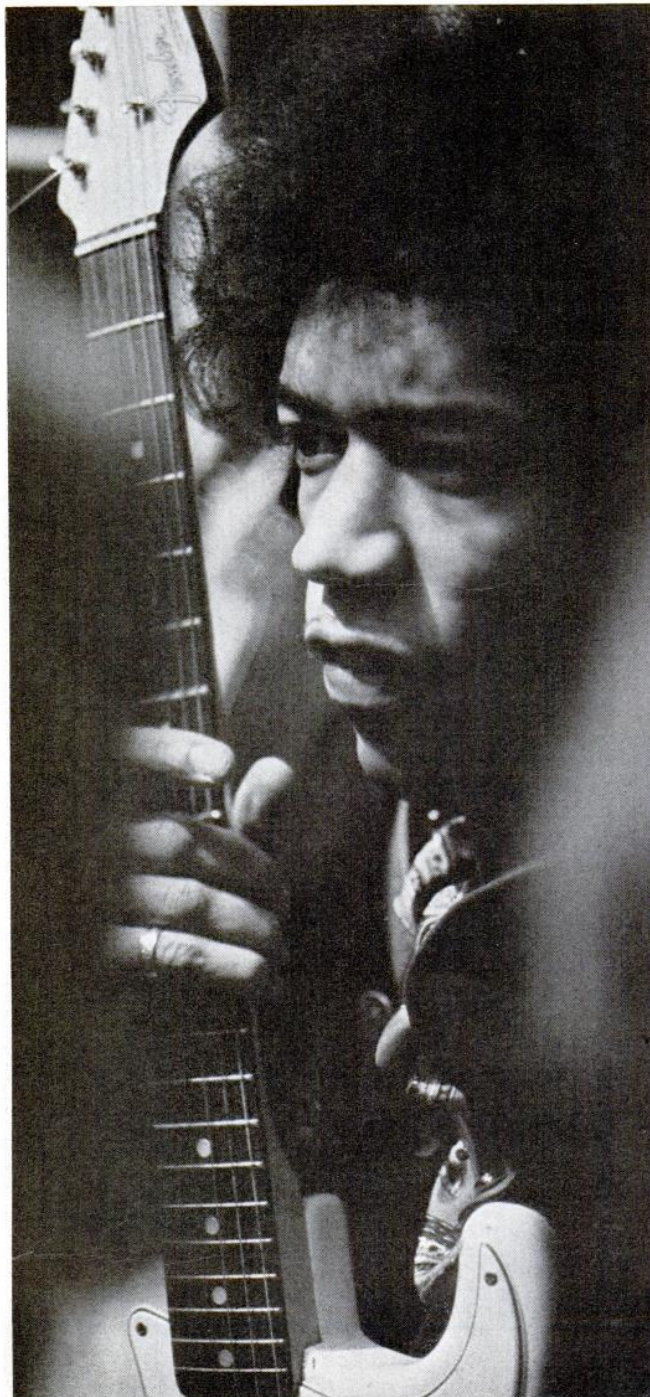
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Returning to Seattle to receive key to city and honorary high school diploma, Hendrix is greeted at airport by father and stepmother, Mr. and Mrs. Alan Hendrix, and brother, Leon. Below, hip-rock's on-stage *enfant terrible* chats backstage with young fans who've helped push him to top of hip-rock field.



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